

It is necessary to suggest innovative investment for construction companies to diversify their own production. Opening of own production lines for making reinforced pre-stressed hollow core floor slabs produced without casing by a leading construction company of Kharkiv region "Zhytlobud – 1" can be considered as an example of a best practice of diversification using.

References

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SOCIAL MANAGEMENT OF THE ENTERPRISE EMPLOYEES

ANASTASIA NESTERENKO, Master's degree student

HANNA ZAPOROZHETS, PhD, Associate professor

IEVGENIIA MOSHTAGH, Senior Teacher

O. M. Beketov National University of Urban Economy in Kharkiv

The basic laws of modern society include objective process of strengthening the social orientation of economic systems. Managing social processes at both state and enterprise levels is an important task that involves consideration of man as the main social and creative force of social progress.

In connection with the strengthening of social development goals there is a growing need for the conscious management of social processes in the enterprise's personnel.

Within the company the main social living conditions of the staff members are formed, and their social status, the nature and conditions of work are determined.

Much attention is given to the problems of formation, development and impact of social management of the enterprises employees in the works of domestic and foreign scientists such as R.S. Helleher, D. MakKleland, S. Adams, A.S. Vihansky, A. I. Naumov, K.S. Kameron, V.A. Spyvak, A.E. Voronkova, I.O. Tyvonchuk, E.N. Korenev, I.V. Mazhura, O.Y. Kuzmin, V.I. Pavlov, N.I. Chuhray, T.V. Landina, I.V. Alyeksyeyev, D.S. Lifintsev, V. Parsyak, and others. However, this issue is not well studied in the scientific literature and needs further consideration.

The purpose of the study is to determine the key aspects of social management of the enterprise employees.

Social management of the enterprise employees is a conscious, purposeful influence on the enterprise employees in order to bring direction and pace of their

development and operation in line with the objective social laws at the micro- and macro levels [2, c. 74].

The essence of social management of the enterprise employees is realized through the following functions:

- formation and optimization of social organization of the staff and improvement of its social structure;
- creation of conditions for employees to exercise of their political and social rights and meet their material and spiritual needs;
- education and development of socially significant qualities of an employee.

Therefore, one of the conditions of the efficiency of the employees in the present conditions is to ensure their progressive social control that contributes to:

- increase in social activity of the staff (development of social partnership, participation in enterprise management, growth of democracy, active participation in social activities, increasing the responsibility of employees for the results of collective work);
- improving the efficiency of the enterprise operation (productivity growth, the development of work organization, increase in the quality and competitiveness of enterprise products, training improvement, staff stabilizing, improvement of staff management, reduced loss of working time, strengthening competitive position on the market and increase in its competitiveness);
- increase in the employees' competence and the level of the employees' satisfaction (training, income growth, ensuring job security, growth and general cultural level, expanding the range and quality of needs that are met; social protection and insurance) [1].

It should be noted that one of the most important conditions for the effectiveness of social management is planning social development of the staff, the main objectives and tasks are:

- to develop social activities that improve the efficiency of labor potential of the employees;
- to choose management solutions that meet most of the staff development;
- to improve social, professional and qualification structure of employees;
- to improve social relations in the personnel;
- to improve working conditions;
- to fill labor with creative elements in order to increase the labor quality requirements and implement on this basis further work focused on staff development;
- to encourage all kinds of labor and social activity of employees, involving them in management;
- to enhance the ability to better meet the cultural, material and domestic needs of the workers [3, c. 462].

Development plans for social development of the employees should include not only a study of relevant social indicators, but their coordination with the main indicators of business plan. Such complexity will acquire social management focus, objectivity, consistency and reasonableness.

Thus, social management implies a system of activities and leverage for social and psychological climate in the staff and its individual employees.

The aim of the social management is to harmonize social relations in the team, meet the social needs of employees, personal development, social protection and others.

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INSTITUTE OF OWNERS OF HOUSING IN HOUSING SYSTEM

OLENA DYMCHENKO, Professor, DSc

MARYNA OLKHOVSKAYA, post-graduate student

O. M. Beketov National University of Urban Economy in Kharkiv

For today management of operation of housing stock is uniform way of its preservation in proper condition which promotes qualitative satisfaction of needs of inhabitants. However, it is necessary to consider that the main problems of the housing sphere are obsolescence of the equipment, inability in due time to warn problems and not system approach to their decision. Two thirds of housing in Ukraine are constructed till 80th years of last century. Over a third of houses needs the capital repairs which carrying out isn't possible without attraction of considerable funds. Limitation of funds which are allocated for capital repairs of housing stock from budgets of all levels testifies that problems in the sphere of housing need to be solved some other way, namely – carrying out structural reforms which will give the chance to create new economic model of operation and housing development, to provide its reliable and high-quality service taking into account interests of inhabitants [1].

Such effective owner of the house who can operate and make the decision concerning repair of the house, its modernizations considering energy efficiency requirements, to dispose of the house adjoining territory, to order utilities necessary for the contents, to create association of co-owners of an apartment house. Nowadays association of co-owners of an apartment house represents the effective owner of the house.

In Ukraine more than 90% of apartments are privatized and only close 15% have the created associations of co-owners of apartment houses. The law of Ukraine "About privatization of the state housing stock" of 1992 provided creation of associations of co-owners of apartments (inhabited and non-residential premises) in the houses, however the first such associations in Ukraine started appearing only in the late nineties the XX century [2]. Adoption of the legislation of Ukraine which